

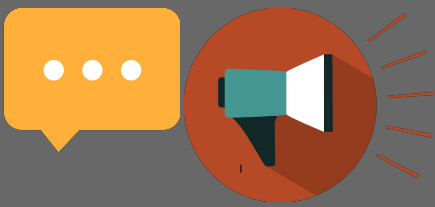


The Beginner's Guide to Ecommerce Marketing

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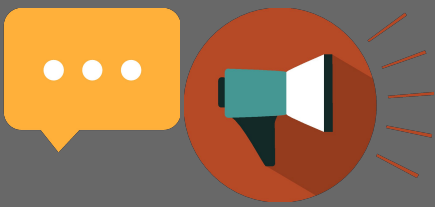


Getting Started With Ecommerce Marketing

Since the invention of the internet, the world has been in a state of constant change. The ways we communicate, work, and buy and sell products look radically different today than they did even five years ago.

As online store owners, you're at the forefront of this evolution. The internet is now at the center of commerce and a key driver of prosperity. By 2018, Internet Retailer predicts that ecommerce sales will reach nearly \$500 billion in the United States alone.





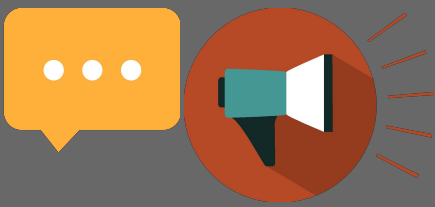
To take advantage of this growth in online shopping, businesses need to have at least a foundational marketing strategy in place. The “if you build it, they will come mentality” simply isn’t true and businesses that subscribe to this idea will find themselves falling short of their growth goals.

Instead, you need to do all you can to get found by prospective customers, capture their interest, and build an audience of loyal customers and advocates. This is, in short, the basic formula for successful ecommerce marketing.

Whether you’re a new online store owner or an ecommerce veteran, this guide will help you put this formula into practice through a number of time-tested marketing tactics and strategies.

After reading it you’ll know how to increase traffic to your online store, convert more visitors into paying customers and turn those customers into loyal brand advocates.

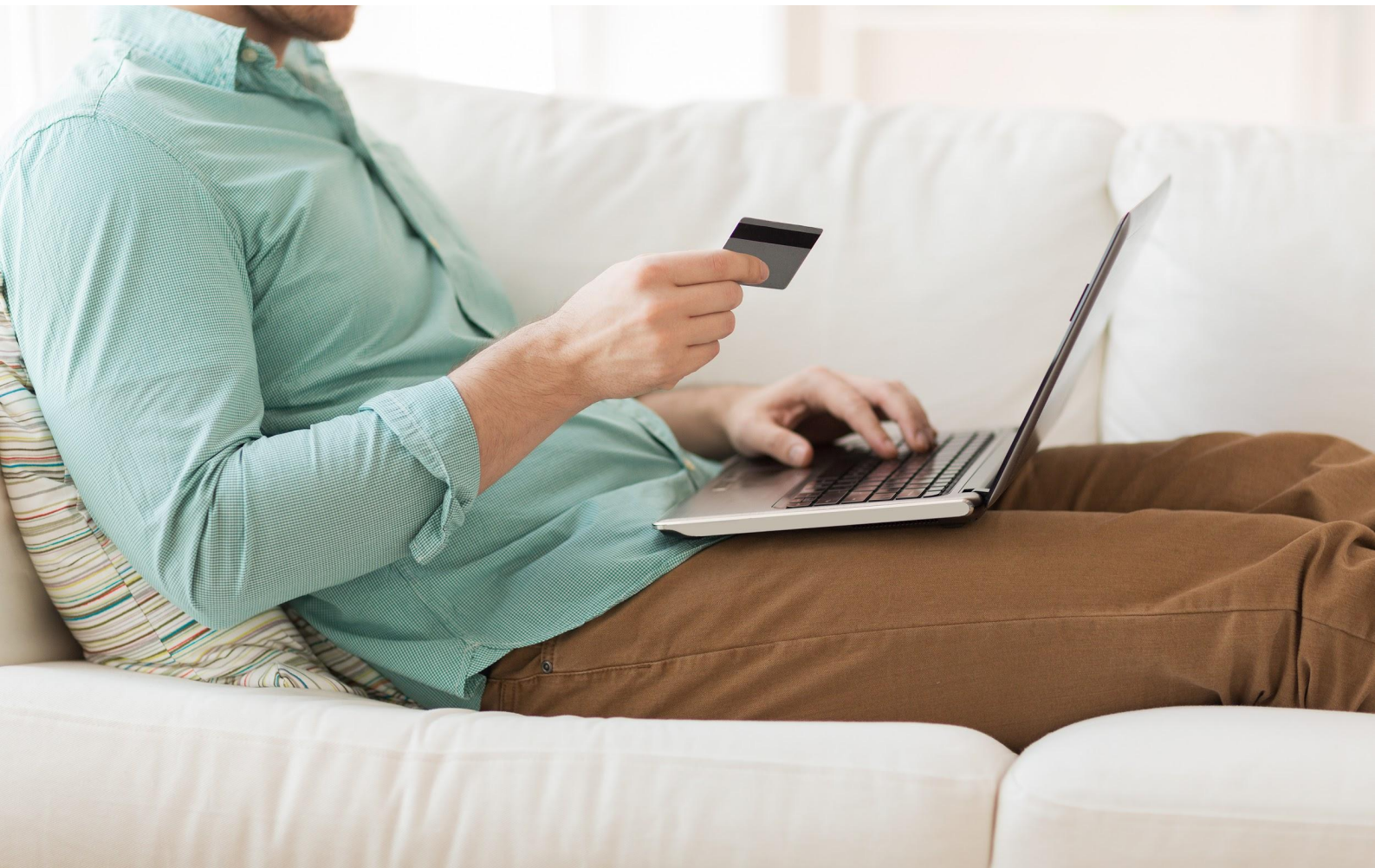
Let’s get started!

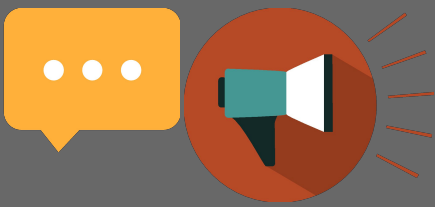


Understanding Your Target Audience and Creating Buyer Personas

The first question any online business needs to answer is, “Who are my customers?” A solid understanding of your customers will inform the rest of your marketing. Think of it as your marketing strategy’s most foundational component.

The output of this understanding is a buyer persona. A buyer persona is, as defined by the marketing software company HubSpot, “a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.”





Depending on what you sell, you will likely have multiple buyer personas. You will need to account for these multiple personas when you're developing your marketing strategy and planning out campaigns.

How to Create Buyer Personas

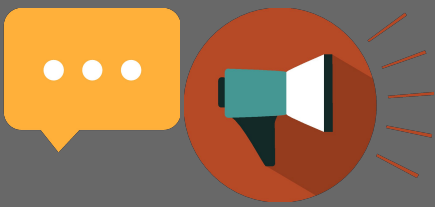
If you're an established business, start by interviewing your current customers. If you're a new business, then you will need to make some assumptions about who is likely to buy what you sell. These assumptions can be validated as you begin to acquire customers.

What Do You Need to Figure Out?

Your goal is to build as robust a profile of your different customer segments as possible. The information making up these profiles can be bucketed into three main categories:

- Demographics
- Firmographics
- Psychographics

We'll dig into each bucket below and provide examples of the types of information you should be gathering during your interviews and other research.



Demographics

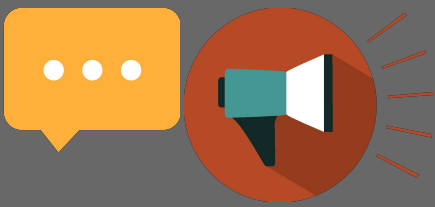
This is basic information about your customers, including data like:

- Gender
- Age
- Marital Status
- Income
- Location of Residence
- Level of Education

Demographic information is often the easiest information to gather as much of it can be pulled from order invoices, and, if you're more advanced in your marketing, web form submissions. However, you can also ask for this information in your buyer persona interviews or as part of a post-purchase survey you might send out.

Firmographics

Firmographics refer to information about businesses that are likely to purchase your products. As such, this information is really only relevant to businesses that sell to other businesses.



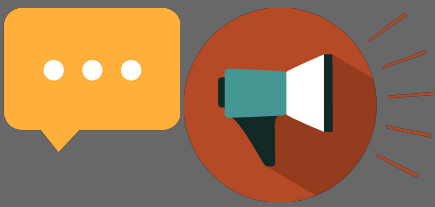
Here are a few examples of firmographic info that will help you better understand your customers:

- Annual Revenue
- Number of Employees
- Geographic Location
- Industry
- Major Competitors
- Projected Industry Growth Rate

If firmographic information is relevant to your business, you will want to combine it with demographic and psychographic information so you can understand both the business and the individual within the business that you're selling to. This allows your marketing to address both the personal and professional goals and concerns of prospective customers.

Psychographics

Psychographic information is often referred to as interests, attitudes and opinions (IAO) information. This data helps you understand the fears, motivations, desires and concerns that influence a buying decision.



Psychographic data also helps you identify where your prospective buyers go to learn about new products, the steps they take to evaluate new products, and the language they use to talk about your industry and products.

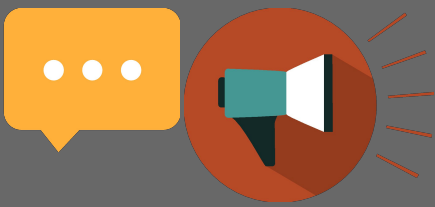
Some examples of psychographic data include:

- Websites or blogs the customer reads to gather industry news or learn new professional skills
- Challenges in their life that your product(s) solve
- Personal or professional goals that your product(s) will help them achieve

What Do I Do Once I Have This Information?

Once you've gathered enough research (5-10 interviews is a good starting goal), you will want to look for any correlations or natural areas of segmentation. For example, maybe your product appeals to personas like the following:

- Single fathers with one child and single mothers with two children
- High school freshmen and college freshmen
- Small startup companies and medium-sized companies
- Manufacturing companies and agricultural companies

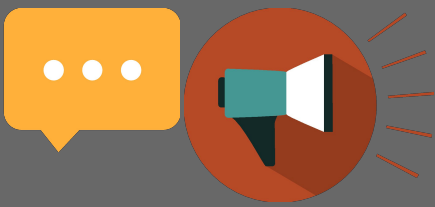


Once you've identified these segments, all you need to do is create a 1 - 2 page profile for each. This profile will summarize the information you gathered during your research as it relates to each segment.

With these finished profiles you will be able to tailor your brand, website messaging, product descriptions, marketing campaigns, etc. so that each appeals to the things your buyer personas care about most.

It's important to remember that buyer personas are never truly finished. You should regularly seek out ways to gather more information about your customers so that you can craft ever-more detailed and accurate buyer personas. This is key to creating relevant, effective and sustainable marketing.

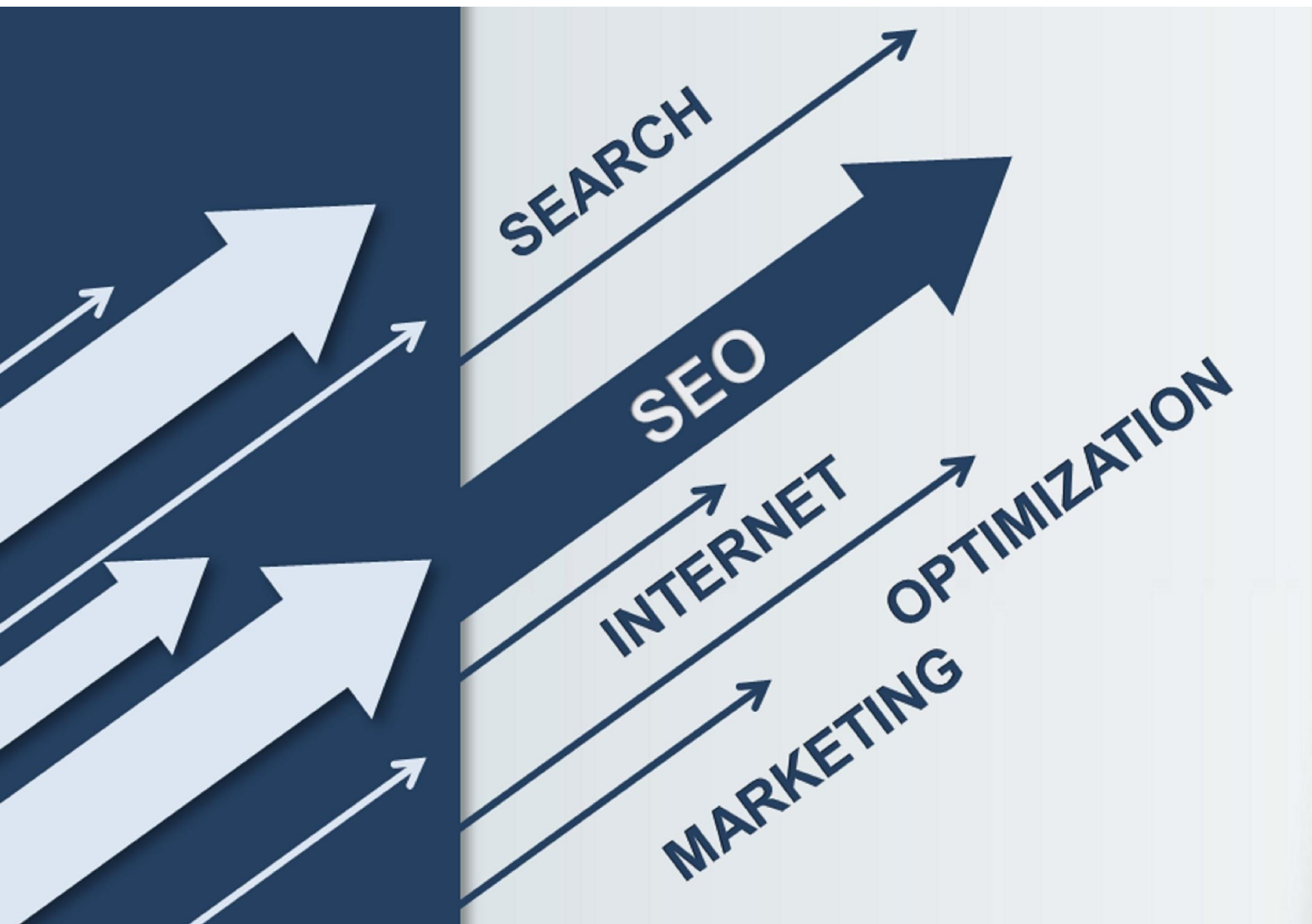
With this foundational piece in place, it's time to learn how you can use Google and other search engines to bring more traffic and potential customers to your online store.

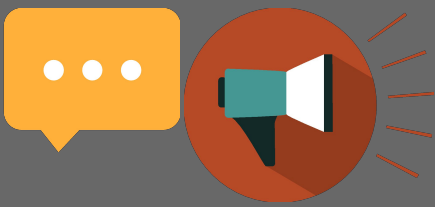


Introduction to Search Engine Optimization

It's easy to get intimidated by search engine optimization (SEO), especially if you're a first-time online store owner or totally new to digital marketing. But you can't let that intimidation get the best of you. When boiled down to its basic components, SEO is not that difficult and it often proves to be one of the most lucrative marketing channels for ecommerce business.

With that being said, let's jump into the basics of SEO and how you can use it to acquire new customers.





The Value of SEO

Search engines are the single biggest driver of website traffic, outpacing social media by more than 300% according to an Outbrain study.

Three-fourths of users will not continue on to the second page of results upon conducting a search, according to imFORZA. This means if your website doesn't show up on the first page of results, 75% of searchers won't see it.

The close rate for SEO leads is 14.6%, Search Engine Journal found. For direct mail and other outbound tactics, the close rate is only 1.7%.

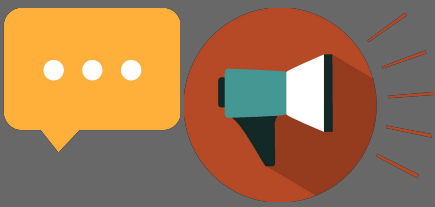
What is SEO?

According to Webopedia, SEO is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by attaining a high-ranking placement in the search results page of a major search engine like Google, Bing and Yahoo.

As an online business, the value here should be obvious. SEO is an excellent way get your online store in front of potential customers who are searching for the products and services you offer.

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How Can I Start Using SEO to Acquire Customers?

Focus on Keywords

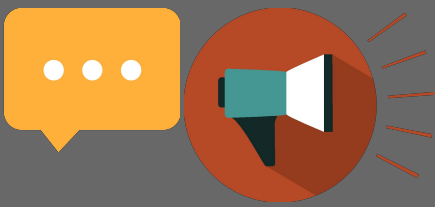
Keywords are the words or phrase that a potential customer uses to conduct their search. They could be very broad like “shoes” or more specific like “men’s running shoes.”

The broader the keyword the more competitive and difficult it is to rank highly for. The more specific (long-tail) it is, the less competitive and easier it is to rank. Searchers that use long-tail keywords also tend to be more qualified and more likely to make a purchase. The logic here is that the searcher has done enough research to know the specific product or type of product that they need.

To identify the keywords that are relevant to your business, and that searchers are likely to use when looking for the types of products you sell, you will need to perform keyword research.

We won’t cover the specifics of keyword research in this guide, but you can learn more about it by [reading this in-depth article from KISSmetrics](#).

Once you know the keywords that are important to your business, you will want to use them in key places throughout your site. It’s important to focus on one keyword or keyword phrase per page of your site.



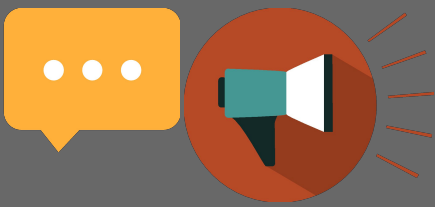
You don't need to worry about repeating the exact keyword multiple times per page. You can use related terms as well. For example, if you're targeting "men's athletic shoes" you could also use terms like "men's running shoes" or "men's weightlifting shoes" to rank for that term.

Areas where you should use a keyword on your site are:

- Page title tag
- Meta description (this won't help your rankings, but it will encourage more people to click through to your site from the search results page)
- H1 tag
- Product descriptions and other site content like blog posts

By including keywords in the above key areas, you should see your site begin to rank higher in search engines.

It's important not to go overboard here. You don't need to include your target keyword 15 or 20 times in one page. That's a tactic called keyword stuffing, which Google and other search engines frown upon. Including your target keyword/keyword phrase just a few times on a page, using natural language, will be enough to influence your search engine rankings.



Encourage Reviews

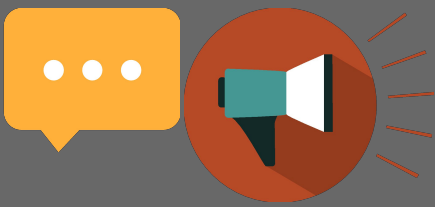
Customer reviews are a powerful and often-overlooked marketing tool that we'll cover in more detail in a later chapter.

As it relates to SEO, customer reviews that live on the product pages of your site are a great tool for improving your search rankings. Customer reviews are frequently updated sources of content, which Google and other search engines value highly. Reviews also naturally tend to associate long-tail keywords with your site, which should increase the number of likely purchasers that make it to your online store.

Create Content

As we mentioned, Google and other search engines rank websites that are frequently updated higher in search results than less frequently updated sites. Blogging, for example, is a great way to update your site frequently while also providing additional value to visitors and customers.

Blog posts are another great place to include keywords that are relevant to your business. If you haven't started blogging, you should! It's one of our top tips for improving your SEO and increasing your organic search traffic.

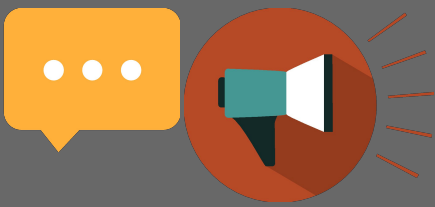


If you aren't sure what to write, start with your buyer personas. What do they care about? What are their motivations? What problems do they have that you can help them solve? What questions do customers typically ask you? Putting some thought into these areas should give you a decent list of content ideas.

Generate Backlinks

Backlinks are links back to your site from other domains. For example, say you write a blog post titled "5 Qualities to Look For In Your Next Running Shoe" and another website publishes a link to that article on their site. That's a backlink.

Google places a great deal of value on backlinks from authoritative sources to determine the order of their rankings, making a backlink strategy critical to any long-term SEO efforts you do. If you've already started blogging from a domain associated with your site, you can begin to acquire backlinks. In fact, you might have a few already.

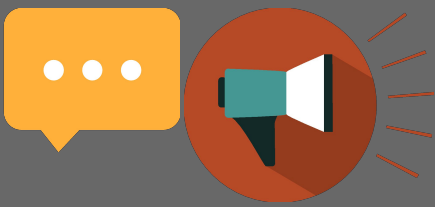


To start using backlinks you will need to follow a simple step-by-step process:

- Identify the authoritative websites and blogs in your niche or industry
- Pick out your best performing articles that you would love to see featured on these sites
- Conduct email and social media outreach to these sites and attempt to develop a relationship
- The output of this relationship will be a link back to your site

Building backlinks is more advanced strategy that requires a significant investment in time. However, it is hands-down one of the best ways to improve your website's SEO. To learn more about acquiring backlinks, [check out this fantastic article from our friends over at QuickSprout.](#)

Now that you understand the basic components of an effective SEO strategy, let's jump into another tool that we briefly talked about in this chapter: customer reviews.



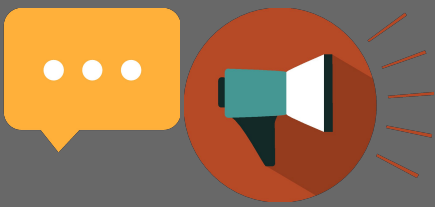
How To Use Customer Reviews to Grow Your Business

As we mentioned in the SEO chapter, customer reviews are an extremely powerful tool that you should incorporate into your online store and marketing strategy. To ensure that you get a regular stream of customer reviews and that you're seeing the most benefits from them, just keep on reading.

Why Do Customer Reviews Matter?

We understand, as busy business owners, why should you spend the time focusing on customer reviews when you could spend it in other ways? Well, the long and short of it is that customer reviews have the power to be truly transformative for your business.





The Value of Customer Reviews

Site visitors who interact with both reviews and customer questions and answers are 105% more likely to purchase while visiting a site.

(Bazaarvoice, Conversation Index, Q2 2011)

63% of customers are more likely to make a purchase from a site which has user reviews (iPerceptions, 2011)

According to ratings & reviews software maker Reevo, 50 or more reviews per product can mean a 4.6% increase in conversion rates

Reevo also found that on average reviews produce an 18% uplift in sales

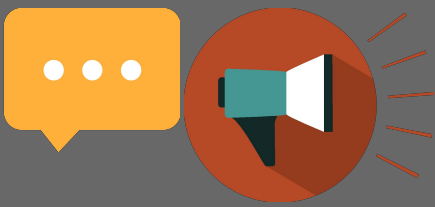
How Do I Publish Reviews?

The first step in any customer review strategy is determining how you'll publish reviews on your site. Our favorite app for doing this is YotPo. It's affordable and offers a number of built-in tools that enable you to leverage customer reviews throughout your marketing.

However, there are a number of other apps that you can use to publish customer reviews on your site. Ultimately, it's up to you to determine which app offers the combination of price and features that best fits with your business.

How Do I Get Customers to Submit Reviews?

Let's get one thing out the way first: customers that have a negative experience need far less external motivation to post a review than a customer who has a positive experience.



Negative reviews are unavoidable so your first line of defense against them is to have more positive reviews than negative ones on your site. In order to get positive reviews, you will need to reach out to customers that have had a good experience with your brand and ask them to publish a review. A good best practice is to incentivize customers with a discount of some kind in exchange for writing a review.

How Do I Use Reviews to Increase My Sales?

Leverage Rich Snippets

Southern Living's Best Fried Chicken Recipe - NYT Cooking



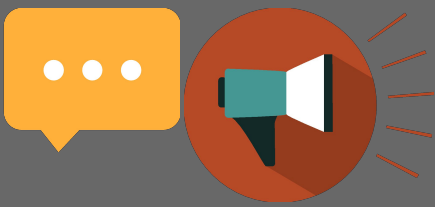
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★★★★★ Rating: 5 - 74 votes - 1 hr - 1153 cal

In "The Way to Fry," he offers both a guide to proper deep-frying technique, and a terrific **recipe** for crunchy, juicy **fried chicken**. While at first glance the **recipe** ...

RICH
SNIPPETS!

We already mentioned how reviews can improve your search rankings through the inclusion of long tail keywords and because they signal to search engines that your site is being frequently updated with new information. However, there's another way they can help increase organic search traffic to your site: rich snippets.



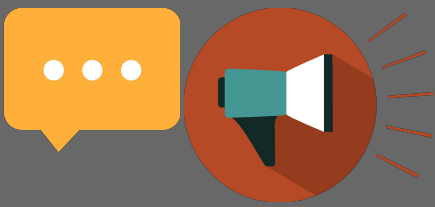
Rich snippets are extra information that appears alongside Google search results. You have almost certainly seen these before. A great example is the 1-5 star reviews that you see if you search for something like “best fried chicken recipe.”

These rich snippets make your search results stand out from others on the page and can increase the number of users that click on your site from a search results page. Whichever app you choose for publishing reviews should be compatible with rich snippets.

Get Your Reviews in Front of Potential Customers

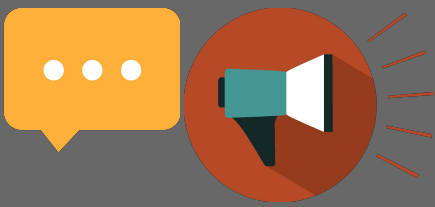
The time and energy you put into acquiring and publishing customer reviews is wasted if the reviews are not prominently displayed on your site. An obvious place to start is publishing reviews on the product pages of the products your customers have reviewed. But you could do a bit of experimenting and publish your best reviews on your homepage or other key pages of your site.

You can also feature customer reviews in other types of marketing like blog posts that talk about new products you’ve added to your site and in outbound marketing tactics like Google AdWords.



You can also share them on social media. In fact, research from YotPo found that customers who click through a review shared on social media spend significantly 35% more time on that website as opposed to traffic from other sources. They are also 8.4X more likely to convert into a paying customer.

Now that you have a good grip on the importance of customer reviews and how you can acquire more of them, let's dig into another powerful marketing tool for ecommerce businesses: email marketing.



How To Use Email Marketing to Grow Your Business

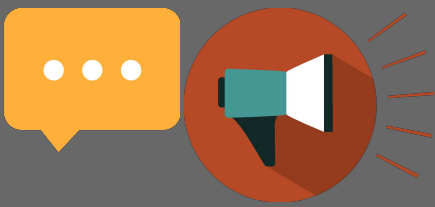
Email is one of the most powerful and cost effective marketing tools available, regardless of your business. In fact, research from the Direct Marketing Association found that email returns an average ROI of \$38 for every \$1 spent. Pretty impressive.

The following strategies, tools and tactics will help you turn email into one of the biggest sources of revenue for your business.

Getting Started With Email Marketing

Getting started with email marketing is not as intimidating as it might seem. You just need to put a few simple tools and processes in place and then you're off to the races.





Suggested ESP Criteria

Library of responsive templates and

WYSIWYG design tools

*Advanced but easy-to-use list
segmentation capabilities*

*A strong Sender Score and
deliverability metrics*

*Integration with your ecommerce
platform*

Powerful but intuitive reporting

Automated email workflows

A/B testing capabilities

*Ability to create list subscription
forms*

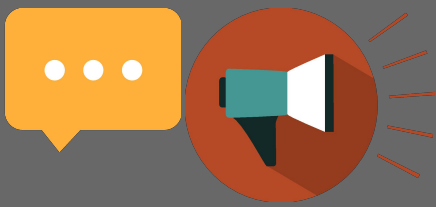
Getting Started With Email Marketing

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The first thing you need to do is select an Email Service Provider (ESP). There are dozens of ESPs out there but you will need to narrow down that list by figuring out the functionality you need and the cost you can afford.

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Since you're just getting started, you will need something that covers baseline functionality and is affordable. Our recommendation is MailChimp, but there are other ESPs that could be a good fit like Constant Contact or AWeber.

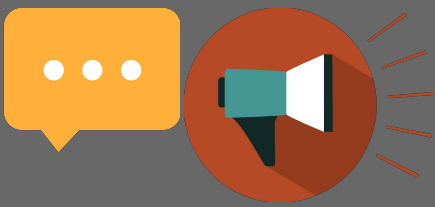
When looking at ESPs you want to ensure the one you select integrates with your eCommerce store. This will allow you to do three major things:

- Offer users a way to subscribe to your email list via a form on your website
- Import customers and users with abandoned carts into your ESP so you can send them marketing campaigns and abandoned cart email
- Send users that sign up for your email list specific emails designed to guide them towards becoming a customer

Once you have your ESP in place, it is time to develop your email marketing strategy and put it into action.

Developing and Executing Your Email Marketing Strategy

To start, there are really five types of campaigns that you need to consider running, and there's some overlap between these campaign types. But before we dig in, there's one other foundational piece you need in place: a place for people to subscribe to your email list.



Typically, this is a single-line form where the visitor enters their email address. You can place this form on the key pages of your site where you see the most traffic. If you're running a blog as part of your ecommerce store, you should also give users a way to subscribe to your blog over email.

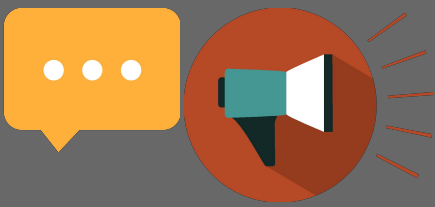
If you want to take it one step further, you can also create a dedicated landing page designed to persuade people to subscribe to your blog or general email list and promote this over other channels like social media.

5 Email Marketing Campaigns to Start Sending Now

While the types of email campaigns you send will be unique to your business and goals, the below five email campaigns are excellent starting points for any eCommerce business. Let's take a deeper look at each.

Abandoned Cart Recovery Campaigns

It's a little sad, but every online store will deal with a steady stream of abandoned carts, especially during the busy holiday shopping season when customers are scouring the internet for the best deals. Setting up email campaigns targeting these users is a proven way of generating additional revenue from visitors who would otherwise purchase nothing.



If your ESP integrates with your online store, it should be very easy to automate this entire process. The setup will be different for each ESP and the best way to figure out how to set up these campaigns is by contacting your ESP's support team or reviewing their support documentation.

For further insight into crafting effective abandoned cart emails, [check out our blog post dedicated to the topic.](#)



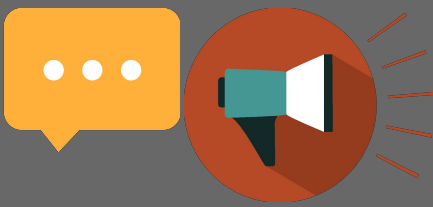
SHIPPING = FREE

Our sales are often limited, and we don't want you to miss out on these awesome picks. Enter the code **HUCKSHIPFZJ** at checkout and your order will ship free of charge.

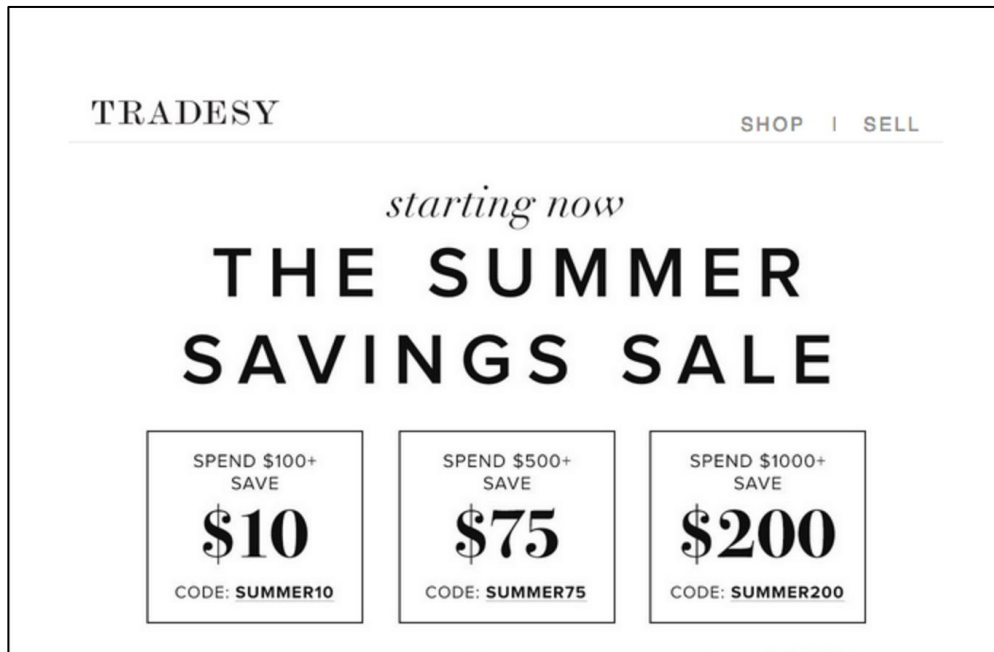
Your Cart:

Item	Quantity	Price
 Trunk Brief Bundle	1	\$30

FINISH CHECKING OUT

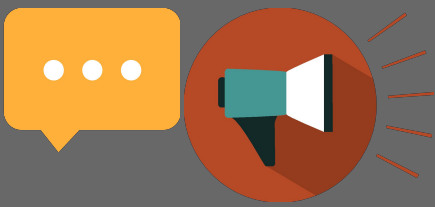


Discounts and Promotions



This is a classic, almost no-brainer campaign that every online store owner should be sending regularly. Essentially, all you're doing is offering users a discount like 15% off a certain product or category of products. You could also offer something like a free shipping coupon if a customer spends over a certain threshold, like \$100.

There are a number of ways you can structure these campaigns. Keep reading for example campaigns that should give you some ideas for how you can best use discounts in your email marketing.

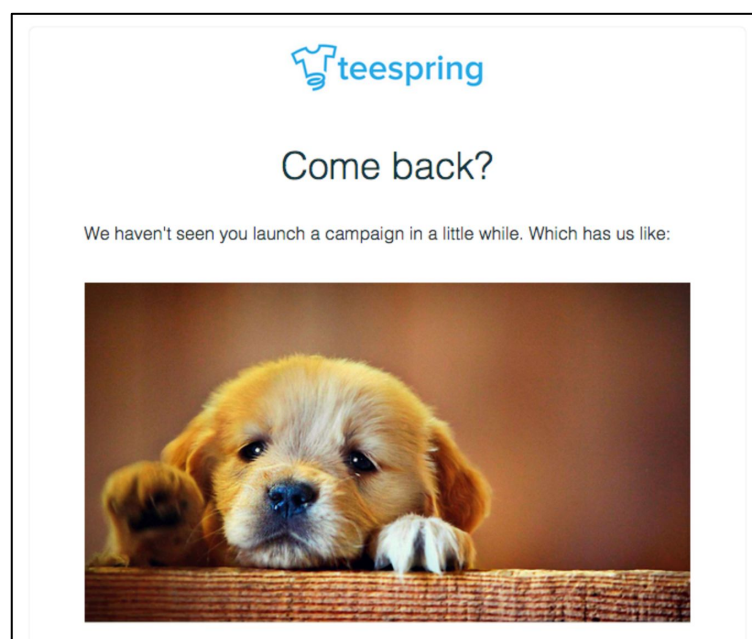


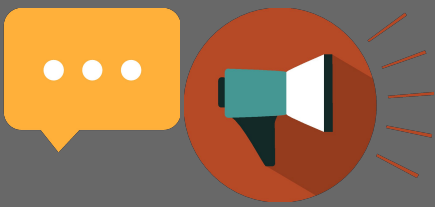
Example Discount Email Campaigns

- Send a discount to those that have subscribed to your list but not yet purchased anything
- Send a recent customer a discount on a related product to inspire a second purchase
- Send inactive customers a time-bound offer designed to “reactivate” them as a customer

These are just a few ideas to get you started, but the key here is to experiment. Test out different user segments and discounts to see which combinations help you best achieve your goals.

Reengagement or Reactivation Campaigns



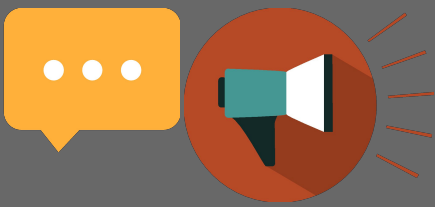


It's just the nature of email marketing that some users will subscribe to your list, act on the first few emails they receive and then fade away over time. This is normal, and according to research from Marketing Sherpa, you can your email marketing list to decay at a rate of 22.5% per year. That's why it's important to always be adding new subscribers.

However, just because these subscribers are inactive now, doesn't mean they need to stay that way. By sending a reengagement or reactivation campaign, you can convert a segment of these users into active, engaged subscribers.

There are a few different messages you can send as a part of your reactivation efforts:

- Send a compelling "we miss you!" message and ask them to reconfirm their subscription
- Ask them to update their subscription preferences (this is an effective message if you have different lists a user can subscribe to or you allow subscribers to select the frequency at which they want to receive updates.)
- Send them a special discount designed to convert them into an active customer and subscriber



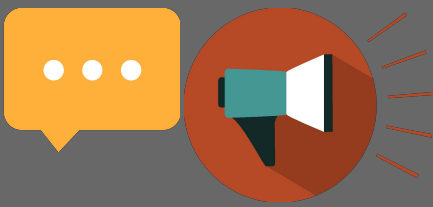
Once you've completed your reactivation campaign, you should remove those who don't respond from your list. This reduces the number of hard bounces and potential spam complaints you will receive when sending email to these subscribers.

It's important to do all you can to reduce these metrics as they have an impact on your Sender Score and the overall deliverability of your email. Your ESP will also use these metrics to determine if you're engaged in malicious activity, like sending spam, so reducing them as much as possible will keep you in good standing.

Birthday and Holiday Greetings



You've undoubtedly received holiday and birthday greetings from online retailers you frequent. There's a good reason for this - such campaigns work.

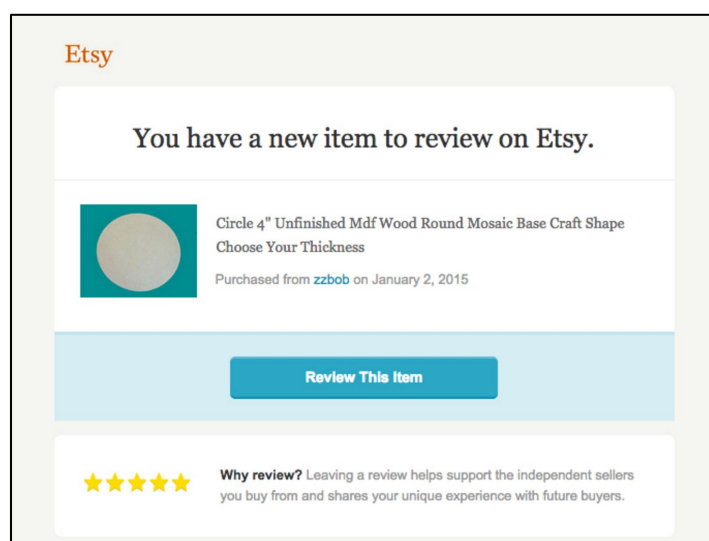


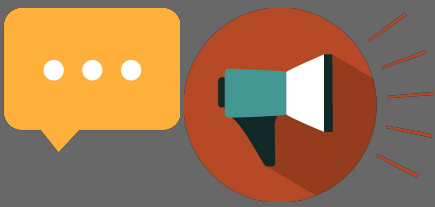
Birthday wishes are particularly effective at demonstrating the company's focus on its customers, and come at a time when the consumer is not necessarily inundated with offers.

Holiday-specific messages are more common, but considering how important the holiday season is for many retailers, you shouldn't hesitate to jump on this bandwagon. Just make sure that your holiday email campaigns are interesting and unique enough to stand out from the crowd of similar messaging efforts.

It's a good best practice to pair these messages with a discount or sale of some kind so that you further encourage these users to visit your store and make a purchase.

Product Reviews and Social Media Promotions



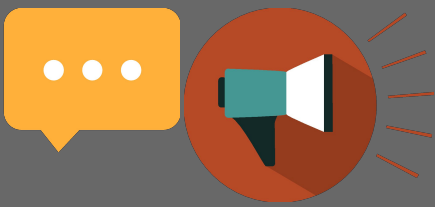


Social media and review aggregators have become essential components of the online marketing space. If used properly, social media can drive a significant amount of traffic to your online store and reviews are great tools for improving your SEO and encouraging purchases.

Ecommerce businesses should definitely use these tools, but seeing success here requires building a following on social media and proactively encouraging happy customers to leave reviews. Email is the perfect tool for achieving these goals.

A very simple step you can take to grow your social media presence is to email your subscribers informing them of your various social media accounts and ask them to follow or like your store's various pages.

The same methodology can be applied to acquiring product reviews from customers. After a customer makes a purchase, proactively email them and ask them to submit a review. You can increase the likelihood that this happens by including a discount or coupon in exchange for submitting a review.



Email Marketing Metrics and Other Tips

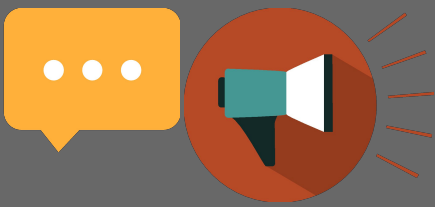
Email marketing benefits from being a very measurable channel. To help you navigate the metrics associated with sending marketing emails, we put together some quick definitions of the most common email marketing metrics, along with tips for improving them.

Open Rate

This is the percentage of people that open a specific email. There are two main ways to improve your open rate:

- Improve the quality of your list - This involves making changes to your other marketing activities to drive new and more qualified traffic to your site.
- Revise your subject line - If you send an email that gets fewer opens than you would like, try a different subject line in your next email and see if it improves.

This is a little more advanced but you can also A/B test your subject lines. Your ESP likely has this feature built-in so these tests should be relatively easy to execute.



Clickthrough Rate

This is the percentage of users that click on a link within your email. This is a very important metric to track, because it tells you how many people were interested enough in your email to take action on it. Like open rate, there are two main ways to improve your clickthrough rate:

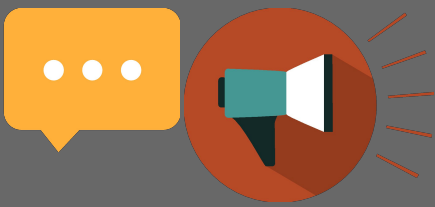
- Improve the quality of your list
- Test out different body copy and calls to action and see if you can get more people to act on your next email

Like with the open rate, your ESP likely also includes the ability to A/B test the body of your email.

Unsubscribe Rate

This is the number of people that unsubscribe from your email list as a result of receiving a particular email. There are many ways to reduce your unsubscribe rate:

- Improve the quality of your list
- Try segmenting your list in a different way with the goal of sending your different segments more relevant emails
- Modify the frequency that you send marketing emails. Your customers are likely receiving a lot of email from many sources, so be respectful of your inbox and strive to avoid overwhelming them



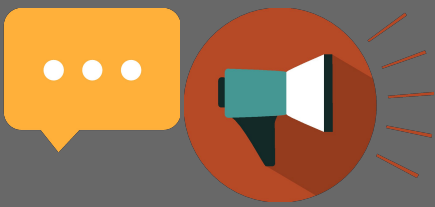
Hard Bounce Rate

The hard bounce rate is the number or percentage of email addresses in your list that are no longer valid and able to receive email. Hard bounces are an inevitable fact of email marketing and there's really no way to combat them except to continually add new subscribers to your list.

It's very important that you do not continue to send email to an address that has hard bounced. Doing so affects the deliverability of your email and can see you labeled as a spammer. Luckily, almost all ESPs will automatically remove hard bounces from your list and prevent you from sending email to them.

Now that you have a solid understanding of how you can start using email marketing to grow your online business, let's move onto our final chapter and look at key metrics and KPIs that online store owners need to track.





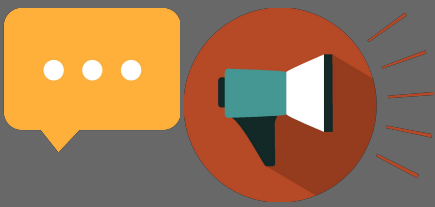
To help you avoid this trap, we've put together a list of the essential metrics that online store owners should track. Keep reading to learn what these metrics are, why they matter and how you calculate them.

Website Traffic

As an online business it's important to track the amount of traffic that's arriving at your site, as well as the demographics of that traffic. This gives you insights into the popularity of your business both as a whole and within specific user segments. These insights can be used to modify your website images and copy to better cater to your visitors.

Here's a quick example, perhaps you're a US business with an English language website, but you see that 40% of your traffic is coming from a Spanish-speaking country. It could make sense to then offer a Spanish language version of your website to better cater to this traffic source.

Traffic is one of the easiest metrics to track and if you're using a tool like Google Analytics (we highly recommend you do), it requires no additional work on your part. Simply select your desired date range, and look at the Sessions and Users metrics in the Audience Overview section of your Google Analytics account.



Conversion Rate

Like traffic, conversion rate is one of the more basic, but essential metrics to track. Your conversion rate in its most basic form is the percentage of visitors that make a given time frame. To calculate this simply follow the below formula and convert the decimal result into a percentage:

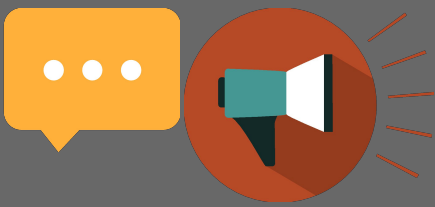
- $\text{Conversion Rate} = \text{Number of Purchases} / \text{Number of Website Visitors}$

You can use your conversion rate to determine the effectiveness of the different marketing campaigns you run or to evaluate the impact that a site update or redesign has on your revenue.

Average Order Value

This metric is a little more advanced but it offers useful insight into the overall success of your business as well as the value of your customers. Average order value is basically exactly what it sounds like. It tells you the average value per order across all the orders placed on your site within a given timeframe. To calculate it follow this formula:

- $\text{AOV} = \text{Revenue} / \text{Number of Orders}$



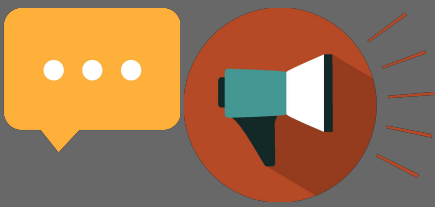
Like your conversion rate it's smart to compare your average order value across specific periods of time. This way you can tie increase increases or decreases in your average order value back to a specific marketing campaign or update to your site.

Shopping cart abandonment rate

Shopping cart abandonments are both unavoidable and incredibly frustrating. To determine whether an online store is experiencing an unusual and problematic number of these abandonments, store owners need to pay attention to the abandonment rate.

- Your ecommerce platform should have a built report that can tell you your cart abandonment rate

If the rate is high, it means your website is doing a good job of encouraging your customers to purchase, but something goes wrong late in the shopping experience. Surprisingly high shipping rates could be the problem, as could a confusing checkout process. Again, the problem only becomes visible when you pay attention to this metric.

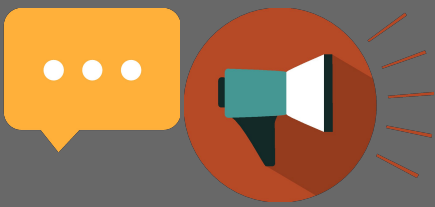


Cost of acquiring customers

Often abbreviated as CAC, your customer acquisition costs are a critical metric to track as your online store grows. This metric essentially tells you on average how much money you're spending to acquire new customers.

- $\text{CAC} = \text{Total marketing campaign costs} / \text{Number of customers acquired}$

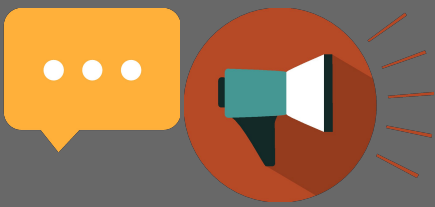
Your overall goals for tracking this metric are to: ensure you're spending less to acquire a customer than they're worth to your business and to understand how different marketing channels produce a different CAC so you can optimize your efforts.



Conclusion

That's it everyone. Thanks for taking the time to read this guide. You now have all the information you need to get started building and executing a highly-effective marketing strategy.

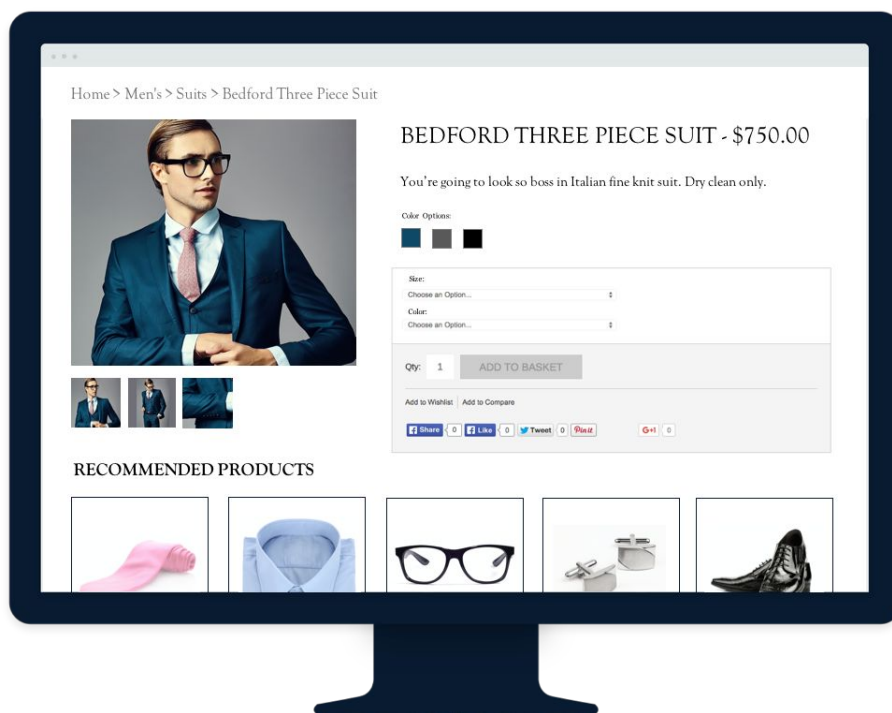
If you don't see success right away, don't be discouraged! Marketing is a challenging activity. Mistakes will happen and progress will stall. But with persistence and a commitment to testing and iterating through different campaigns, channels and strategies, you'll see great successes as well!



About Zoey

Zoey is a powerful yet easy to use ecommerce platform that enables you to take your online business further, faster. Our platform helps business owners build and manage beautiful online stores with advanced design tools, robust product features, pre-integrated apps and fast, reliable hosting.

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